

**What is claimed is:**

1. A toothbrush for creating a whitening effect on a user's teeth, comprising a handle, a cleaning head attached to said handle, said cleaning head having  
5 an outer surface, cleaning elements on said cleaning head extending outwardly from said outer surface, said cleaning elements being located in a cleaning field, said toothbrush having an ultraviolet light, and said ultraviolet light having an  
10 emitter in said cleaning field to radiate ultraviolet light toward the user's teeth for activating an optical brightener on the user's teeth to create a visual whitening effect.
2. The toothbrush of claim 1 wherein said handle is  
15 hollow, said ultraviolet light having a light source in said handle, and light transmission structure transmitting the ultraviolet light to said emitter.
3. The toothbrush of claim 2 wherein said light  
20 source is a miniature UV bulb.
4. The toothbrush of claim 2 wherein said light source is UV emitting LED's.
5. The toothbrush of claim 4 wherein said at least one LED is surface mounted to said toothbrush.
- 25 6. The toothbrush of claim 5 wherein said at least one LED has a wavelength of 350-410 nm.
7. The toothbrush of claim 2 wherein said toothbrush is a manual toothbrush.

8. The toothbrush of claim 7 wherein said light source is selectively actuated by a switch on said handle.
- 5 9. The toothbrush of claim 2 wherein said toothbrush is a powered toothbrush having a movable cleaning element carrying section in said cleaning head.
10. The toothbrush of claim 9 wherein said light source is selectively actuated by a switch on said handle.
- 10 11. The toothbrush of claim 10 wherein said switch also actuates said movable section.
12. The toothbrush of claim 9 wherein said cleaning head also includes a non-movable fixed section having cleaning elements, and said emitter is located in said fixed section.
- 15 13. The toothbrush of claim 1 wherein said emitter emits UV light from plural locations in said cleaning field.
14. The toothbrush of claim 1 wherein at least some of said cleaning elements are bristles.
- 20 15. A method for creating a whitening effect on a user's teeth comprising incorporating in a carrier an optical brightener which is capable of attaching to the teeth and which has the characteristic of having a whitening effect in the presence of UV light, applying the carrier to the user's teeth, attaching the brightener to the user's teeth, radiating UV light from a UV light source toward the
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user's teeth, and creating a whitening effect by the UV light activating the brightener.

16. The method of claim 15 wherein the UV light source is in a toothbrush.

5 17. The method of claim 16 wherein the carrier is toothpaste applied to the toothbrush.

18. The method of claim 17 wherein the toothpaste includes an adhering agent which adheres to the teeth and the brightener adheres to the adhering agent.

10 19. The method of claim 17, wherein the adhering agent is gantrez.

20. The method of claim 16 wherein the UV light source is selectively activated by a switch.

15 21. The method of claim 16 wherein the toothbrush is a manual toothbrush.

22. The method of claim 16 wherein the toothbrush is a powered toothbrush.